

RESEARCH COLLOQUIUM

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Ph.D. Candidate

“ECO HEROES AND ECO VILLAINS: AN ARCHETYPAL ANALYSIS OF ENVIRONMENTAL FILMS, 1950-2010”

Mark and Pearson (2001) call archetypes “imprints hardwired into our psyches that influence characters we love in art, literature, great religions of the world and contemporary films”. Recent research suggests that archetypes are also linked to individual preferences for different media content.

Date: December 6, 2011

Time: 12:30 - 2:00 pm

Location: PSA 114

Lunch will be provided.

Please RSVP to Mica Storer,
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This inquiry provides a discussion of the neo-archetypal model and a close reading of the films that is grounded in socialization theories of communication and provides implications for behavioral change related to environmental messages.